Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A helper entity for selectively offering assistance to an endpoint entity connected to at least one media channel established in respect of a network communication session to which the endpoint entity is joined, the helper entity comprising:

- an entity manager ~~for receiving~~ configured to receive, in respect of the communication session, channel information about the channels established for the session;
- a transport subsystem ~~for establishing~~ configured to establish, in accordance with the channel information received by the entity manager, at least one media channel connection to a session transport mechanism associated with said session;
- a media subsystem ~~providing~~ arranged to provide a respective media handler of appropriate type for [[the]] each media channel connection established by the transport subsystem, each media handler ~~serving~~ configured to receive and transmit content over the corresponding media channel;
- a monitor subsystem connected to the media handlers ~~for matching~~ and configured to match content indicative of assistance needed ~~received~~ by the media handlers with predetermined triggers; and

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- an advisor subsystem ~~responsive to~~ arranged ~~responsive to the monitor subsystem finding a match~~ to transmit advisory content related to matched-content on at least one channel via the corresponding media handler in response to the monitor subsystem finding a match.

Claim 2 (original): A helper entity according to claim 1, wherein predetermined triggers are specified in the form of at least one of specific content, content combinations, and content patterns.

Claim 3 (original): A helper entity according to claim 1, wherein at least one said predetermined trigger is specified in the form of content combinations or content patterns involving content on multiple channels.

Claim 4 (currently amended): A helper entity according to claim 1, wherein the monitor subsystem manager includes. for at least one channel, a converter ~~for converting~~ configured to convert the content received over the corresponding channel into a different form, [[this]] the different form being a form in which the monitor subsystem is adapted to carry out its matching of content with triggers.

Claim 5 (currently amended) A helper entity according to claim 1, wherein the advisor subsystem is operative to adapt the advisory content [[it]] the advisor subsystem delivers to be appropriate to content recently received over the connected channels.

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Claim 6 (currently amended): A helper entity according to claim 1, wherein the advisor subsystem is operative to receive context data regarding the communication session and to adapt the advisory content [[it]] the advisor subsystem delivers accordingly.

Claim 7 (original): A helper entity according to claim 6, wherein the context data includes data about endpoint entities connected to the session.

Claim 8 (currently amended): A helper entity according to claim 6, wherein the context data includes identity data about the endpoint entities joined to the session, the advisory subsystem including database access functionality ~~for using~~ configured to use the identity data to look up information about the entities in a database, [[this]] the look up information then being ~~used by~~ arranged to be coupled to the advisor system to enable the advisor system to adapt the advisory content [[it]] the advisory subsystem delivers.

Claim 9 (currently amended): In combination, a helper entity according to claim 1, an information page server ~~for serving~~ configured to serve information pages, and a service system ~~for establishing~~ configured to establish a respective communication session for each of at least some of the information pages and ~~for joining~~ configured to join to such session endpoint entities browsing the corresponding page, each communication session that is established having an associated transport mechanism for allowing the exchange of data, via data transfer channels, between endpoint systems joined to the session; the service system being operative to join the helper entity to [[a]] said session to offer assistance when appropriate to endpoint systems joined to the session.

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Claim 10 (original): The combination set out in claim 9, wherein the advisory content provided by the advisor subsystem is specific to the page associated with the session to which the helper entity is joined.

Claim 11 (currently amended): The combination of claim 9, wherein the service-session functional entity [[joins]] is arranged to join the helper entity to the session in a manner such that other entities joined to the session are unaware of the joining of the helper entity.

Claim 12 (currently amended): The combination set out in claim 9, wherein the service system includes (a) a real-time database for recording for each session that is established, the identity of the associated information page and of any endpoint entity currently joined to the session, and (b) a customer database[[,]]; the helper entity including database access functionality for accessing the real-time database to ascertain the identities of the entities joined to the session which [[it]] the helper entity is arranged to then [[uses]] use to adapt the advisory content ~~it delivers~~ the helper entity is arranged to.

Claim 13 (currently amended): In combination, a helper entity according to claim 1, and a service system ~~for setting~~ configured to set up a communication session with an associated transport mechanism allowing the exchange of data, via data transfer channels for different media types, between endpoint entities joined to the session; the service system, in setting up a communication session, being arranged for

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creating a service-session functional entity ~~for controlling~~ configured to control the joining of endpoint entities to the session in accordance with a predetermined service behaviour[[,]]; and the service-session functional entity being responsible for joining the helper entity to the session as required, [[this]] joining the helper entity including ~~involving~~ the sending of said channel information to the helper entity.

Claim 14 (currently amended): The combination of claim 13, wherein the service-session functional entity is arranged to [[joins]] join the helper entity to the session in a manner such that other entities joined to the session are unaware of the joining of the helper entity.

Claim 15 (currently amended): The combination of claim 13, wherein the service-session functional entity comprises: (a) a session instance with generic behaviour for adding and removing endpoint entities to the communication session and for recording the endpoint entities currently joined to the communication session, and (b) an associated service instance with service-specific behaviour for determining when the session instance is to add and remove endpoint entities.

Claim 16 (currently amended): The combination of claim 13, wherein the state of connection of the helper entity to the transport mechanism is arranged to be signalled to the session-service functional entity by leg messages passed between a leg controller of the entity manager of the helper entity and a corresponding leg controller of the service-session functional entity.

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